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Juan Feng, Hemant K. Bhargava, David Pennock

September 2003 I CEC '03: Proceedings of the 5th international conference on Electronic conferen Publisher: ACM

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Web sites such as Internet search engines, web portals, and comparison shopping serv provide information or recommendations to users who might be searching for informat make a purchase decision. Paid placement advertising ...

Keywords: information gatekeepers, paid placement, search engines, slotting auction listings

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